

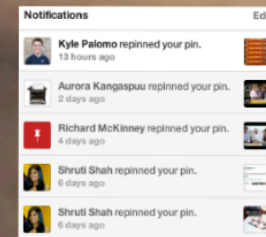
Pinning For Popularity:

How to create an informative & fun-filled Pinterest.



Pinterest Facts

80% of pins are repins



20% are original pins

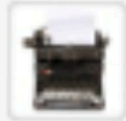
Goal: To pin as much original content as possible

Notifications

Edit



Kyle Palomo repinned your pin.
13 hours ago



Aurora Kangaspuu repinned your pin.
2 days ago



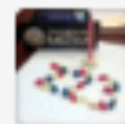
Richard McKinney repinned your pin.
4 days ago



Shruti Shah repinned your pin.
6 days ago



Shruti Shah repinned your pin.
6 days ago



Integrating Pinterest

- 1 Add the "Pin it" button below your blogs, infographics or any original content you want people to share or repin



- 2 When using Pinterest for business, add keywords to your profile to optimize SEO.



- 3 Add a Pinterest tab to your company's Facebook page using the Woobox application.





1

Add the "Pin it" button below your blogs, infographics or any original content you want people to share or repin



9



3



1

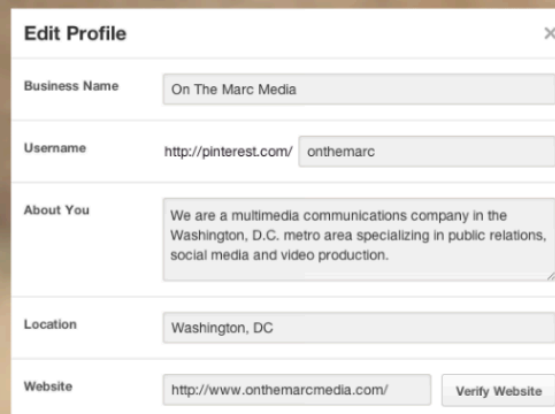


Share / Save



2

When using Pinterest for business, add keywords to your profile to optimize SEO.



The screenshot shows the 'Edit Profile' form for a Pinterest business account. The form includes fields for Business Name, Username, About You, Location, and Website. The 'About You' field contains a description of the company.

Edit Profile	
Business Name	On The Marc Media
Username	http://pinterest.com/ onthemarc
About You	We are a multimedia communications company in the Washington, D.C. metro area specializing in public relations, social media and video production.
Location	Washington, DC
Website	http://www.onthemarcmedia.com/ Verify Website

3

Add a Pinterest tab to your company's Facebook page using the Woobox application.



Pin Pointers

Ideas for Powerful Pins

- 1 Tips for social media, PR, graphic design etc.
- 2 Instagram made a really interesting announcement and we need to tell you about it!
- 3 Check out our effective 1000+ things you should be doing for your business!
- 4 Add text on the pin itself. Pins with text are repinned more often.
- 5 Always include the brand name Facebook's Facebook is a great resource for video content.

Tips for Pins

The longer the image, the more exposure you'll get.

Create clever captions using keywords.

Use at least one hashtag in the caption. This allows you to paste a hyperlink, which is great for SEO.

Include a call to action, when applicable.

Ideas for Powerful Pins

1

Tips for social media, PR, graphic design etc.



2

Infographics, made quickly and easily on websites like infogram, can be used for SEO and social media.



3

Checklists are effective (i.e. 10 things you should be doing for your brand).



4

Add text on the pin itself. Pins with text are repinned more often.



5

How-to videos (i.e. how to use Photoshop). YouTube is a great resource for video content.



1

Tips for social
media, PR,
graphic design
etc.



How to: Get More Clicks on Twitter



2

Infographics, made quickly and easily on websites like infogr.am, can be used for SEO and social media.












Instagram

Owner: Instagram
 Launched: June 20, 2013
 Video Duration: 15 seconds
 Separate App?: No. Video is an added component to the most-recent version of Instagram. When you want to post, click on the camera or video icon.
 Sharing Capabilities: (Email, Facebook, Flickr, Instagram (of course!), foursquare, Tumblr and Twitter)
 Filters?: Yes
 Import Existing Videos?: No
 Front-Facing Camera?: Yes
 Savable?: Yes
 Embeddable?: Yes
 Tagging capabilities: Geotags and Hashtags, and photo map
 Best for: Facebook and Instagram users, Interviews, How-tos and product demos

Vine

Owner: Twitter
 Launched: January 24, 2013
 Video Duration: 6 seconds (6.5 to be specific)
 Separate App?: Yes. Vine requires a separate application from its owner, Twitter. However, you can share Vine videos on Facebook and Twitter.
 Sharing Capabilities: Twitter and Facebook
 Filters?: No
 Import Existing Videos?: Yes
 Front-Facing Camera?: Yes
 Savable?: Yes
 Embeddable?: Yes
 Tagging capabilities: Geotags and Hashtags
 Best for: Facebook and Twitter users, announcements, funny one- of a kind clips

VS.

4

Add text on the pin itself. Pins with text are repinned more often.





BEET CARPACCIO - The Inn at Little Washington opened in a former garage in 1978 and over the years transformed into an international culinary shrine, and right now, its owner, renowned Chef, Patrick O'Connell is going to transform a #vegetarian recipe into yet another masterpiece.

5

How-to videos (i.e. how to use Photoshop). YouTube is a great resource for video content.



Marc & Izzie explain how to use #Facebook Graph Search.



Marc & Izzie explain how to use
#Facebook Graph Search.

Tips for Pins

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Building Blissful Boards

Board titles should be easily understood.

Beauty Marcs

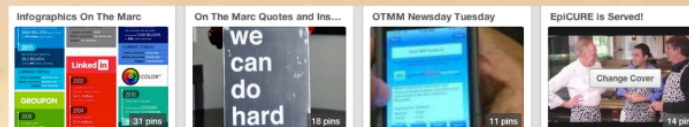
Products On The Marc

OnTheMarc.TV

Cover photos should be visually interesting.



Consolidate pins by grouping boards by category.



Nicely Wrapped Final Facts

Add "Pin it" button to website.



Pin original content (infographics, how-to videos, checklists, etc).

Link strategically.



Pin useful information.